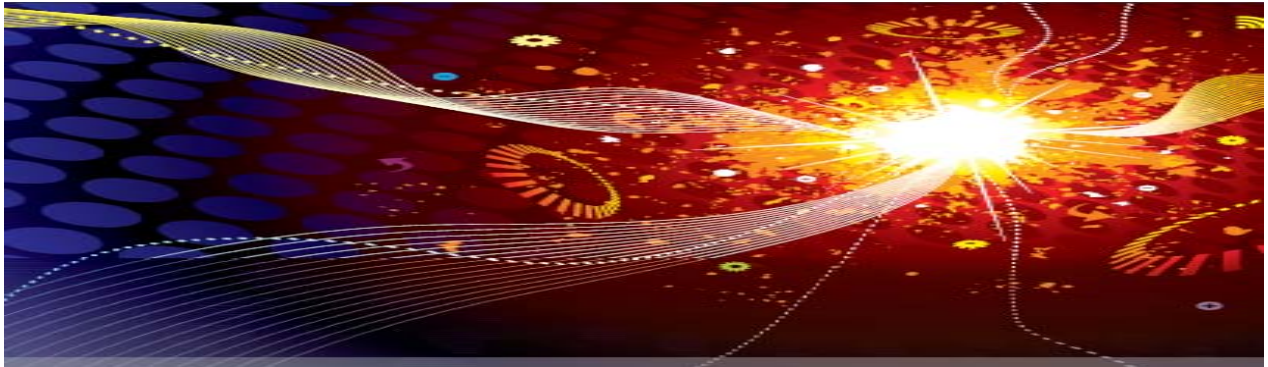

Understanding Risk Seminar Series

Thursday 20 May 2010 at 13:00 pm

Castle Teaching Room, Judge Business School, Trumpington St., Cambridge CB2 1AG

Lunch Provided: RSVP to enquiries.risk@jbs.cam.ac.uk



The Role of Risk and Uncertainty in the Creative Industries

Dr Anna Dempster

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Operating under conditions of extreme uncertainty is the norm for many organisations in what are broadly known as the 'creative industries'. A common industry catch-phrase is 'nobody knows anything' and entrepreneurs function in a world where risk-taking is pervasive. While risk is often described as something to be avoided, risk-taking activities can also be seen in a positive light as necessary for creativity and innovation. In this talk I will re-consider how risk and uncertainty are conceptualised by creative entrepreneurs and what role risk-taking plays in creative industry organisational success.



Dr Anna Dempster is a Lecturer in the Department of Management, Birkbeck College, University of London. In 2006 Anna was appointed Research Director of the Creative Industries Observatory at the London College of Communication, University of the Arts. This HEIF-funded project was set up to support the development of creative industries in key world markets, including the UK, China and India as well as to generate sector-specific research and analysis. She has served as creative industries advisor for NESTA, DCMS, the Design Council and the Work Foundation and contributed to key government policy reports. Anna has an MA and MPhil in History from Cambridge and a PhD in Strategy from Judge Business School. She was a visitor from 2001-2004 at London Business School, a research fellow at the LBS Centre for the Network Economy and visiting professor at Rotterdam School of Management, Erasmus University in 2009.

The Cambridge University Centre for Risk Studies provides a research framework for understanding the risk of extreme events and helping stakeholders prepare for and manage future risks. The Centre's focus is research to improve the analysis, assessment, and planning strategies made by political, business and individual decision makers.

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